ORDER

KOB

Orders

Order / Rev:	**165052**			
Alt Order #:				
Product Desc:	Martin Heinrich 10/15-10/21 Order			
Estimate:	11649			
Flight Dates:	10/15/12 - 10/21/12		Primary AE:	Olivia Lawrence
Original Date / Rev:	10/02/12 / 10/02/12		Sales Office:	KOB
Order Type:	GENERAL		Sales Region:	Local

Agency

Name:	**Media Strategies & Research**		
Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
	Denver, CO 80203-1507	Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**		
Demographic:	A35+	New Business Thru:	05/05/09
Product Codes:	PL1	Order Separation:	00:15:00
Priority:	99	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	82	$27,625.00	$23,481.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	82	$27,625.00	$23,481.25	0.00
Totals	82	$27,625.00	$23,481.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$27,625.00
Market	100%	$106,250.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$9,562.50
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$30,812.50
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$38,250.00
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 165052
Alt Order #:
Flight Dates: 10/15/12 - 10/21/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/15-10/21 Order
Estimate: 11649

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/15/12	10/21/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	$175.00	3	0.00	NM	5	$875.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	5	$175.00	0.00								
2	All	10/15/12	10/21/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	$300.00	5	0.00	NM	5	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	5	$300.00	0.00								
N 3	All	10/15/12	10/21/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	9	$425.00	3	0.00	NM	9	$3,825.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	9	$425.00	0.00								
N 4	All	10/15/12	10/21/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	5	$425.00	3	0.00	NM	5	$2,125.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	5	$425.00	0.00								
5	All	10/15/12	10/21/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a	-----S-	:30	1	$175.00	4	0.00	NM	1	$175.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	-----S-	1	$175.00	0.00								
6	All	10/15/12	10/21/12	Sunday Today Sunday Today	CM	Su 7a-8a	------S	:30	1	$175.00	4	0.00	NM	1	$175.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	------S	1	$175.00	0.00								
N 7	All	10/15/12	10/21/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	---T---	:30	1	$200.00	3	0.00	NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	---T---	1	$200.00	0.00								
N 8	All	10/15/12	10/21/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-T--F--	:30	2	$75.00	6	0.00	NM	2	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	-T--F--	2	$75.00	0.00								
N 9	All	10/15/12	10/21/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	M--T---	:30	2	$75.00	6	0.00	NM	2	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	M--T---	2	$75.00	0.00								
N 10	All	10/15/12	10/21/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	5	$125.00	0.00								
N 12	All	10/15/12	10/21/12	Judge Judy-P/ DR 4p/ 43 Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	10	$200.00	3	0.00	NM	10	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	10	$200.00	0.00								
N 13	All	10/15/12	10/21/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	8	$325.00	4	0.00	NM	8	$2,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	8	$325.00	0.00								
N 14	All	10/15/12	10/21/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	$500.00	3	0.00	NM	5	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	MTWTF--	5	$500.00	0.00								

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Flight Dates:	10/15/12 - 10/21/12	Estimate:	11649

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	All	10/15/12	10/21/12	News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	5	$400.00	4	0.00	NM	5	$2,000.00
				News 4 @ 630p M-F											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	MTWTF--	5	$400.00	0.00								
16	All	10/15/12	10/21/12	Monday Prime 2hr 7p-9p	CM	M 7p-9p	M------	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00
				Monday Prime 2hr 7p-9p											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	M------	1	$1,200.00	0.00								
17	All	10/15/12	10/21/12	Tuesday Prime C	CM	Tu 9p-10p	-T-----	:30	1	$900.00	3	0.00	NM	1	$900.00
				Tuesday Prime C											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	-T-----	1	$900.00	0.00								
18	All	10/15/12	10/21/12	Wednesday Prime C	CM	W 9p-10p	--W----	:30	1	$700.00	4	0.00	NM	1	$700.00
				Wednesday Prime C											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	--W----	1	$700.00	0.00								
19	All	10/15/12	10/21/12	Friday Prime A	CM	F 7p-8p	----F--	:30	1	$400.00	6	0.00	NM	1	$400.00
				Friday Prime A											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	----F--	1	$400.00	0.00								
20	All	10/15/12	10/21/12	Saturday Prime C	CM	Sa 9p-10p	-----S-	:30	1	$400.00	4	0.00	NM	1	$400.00
				Saturday Prime C											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	-----S-	1	$400.00	0.00								
N 21	All	10/15/12	10/21/12	News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	$600.00	4	0.00	NM	5	$3,000.00
				News 4 @ 10p M-F											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	MTWTF--	5	$600.00	0.00								
N 23	All	10/15/12	10/21/12	News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00	NM	1	$400.00
				News 4 @ 10p Sun											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	------S	1	$400.00	0.00								
N 24	All	10/15/12	10/21/12	The Tonight Show	CM	M-Th 1035p-1135p	MTWTF--	:30	5	$150.00	4	0.00	NM	5	$750.00
				The Tonight Show											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	MTWTF--	5	$150.00	0.00								
N 26	All	10/15/12	10/21/12	Who Wants to Be A Milli	CM	M-F 1130a-12p	M------	:30	1	$75.00	6	0.00	NM	1	$75.00
				Who Wants to Be A Million											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	M------	1	$75.00	0.00								
N 27	All	10/15/12	10/21/12	Wednesday Prime A	CM	W 7p-8p	--W----	:30	1	$900.00	3	0.00	NM	1	$900.00
				Wednesday Prime A											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/15/12	10/21/12	--W----	1	$900.00	0.00								

*Tax 1 Note: ABQ 7%.

Totals 82 $27,625.00